

## Contents

CHAPTER		PAGE
<b>PART I</b>		
<b>INTRODUCTION: GLOBAL PERSPECTIVES IN BUSINESS EDUCATION</b>		
1	<b>Internationalizing the Business Education Curriculum</b>	1
	LANETA L. CARLOCK	
	Westside Community Schools	
	Omaha, Nebraska	
2	<b>The International Marketplace</b>	8
	JO BEHYMER	
	University of Missouri-Columbia	
	Columbia, Missouri	
<b>PART II</b>		
<b>DEVELOPING AN INTERNATIONAL BUSINESS EDUCATION PROGRAM</b>		
3	<b>Building Support for an International Business Education Program</b>	19
	CAROLYN HAGLER and SHARON ABBOTT	
	University of Southern Mississippi	
	Hattiesburg, Mississippi	
4	<b>Marketing the International Business Education Program</b>	30
	WANDA BLOCKHUS and G. W. (JIM) MAXWELL	
	San Jose State University	
	San Jose, California	
5	<b>Methods of Internationalizing Basic Business and Economics Courses</b>	43
	THOMAS B. DUFF	
	University of Minnesota, Duluth	
	Duluth, Minnesota	
6	<b>Methods of Internationalizing Business Communications Courses</b>	53
	BOBBYE J. DAVIS and DONNA H. REDMANN	
	Southeastern Louisiana University	
	Hammond, Louisiana	
7	<b>Methods of Internationalizing Information Processing Courses</b>	65
	ROY W. HEDRICK	
	University of South Carolina	
	Columbia, South Carolina	
8	<b>Methods of Internationalizing Business Management Courses</b>	74
	CHUCK COLIGAN	
	New Jersey Department of Education	
	Trenton, New Jersey	

**PART III**  
**INTERNATIONALIZING BUSINESS EDUCATION PROGRAMS:**  
**STRATEGIES AND ORGANIZATION**

**Secondary Level**

9	<b>What in the World Is Going On in Toledo, Ohio?</b> .....	84
	SANDRA KRUZEL and EDWARD CHAVEZ	
	Toledo Public Schools	
	Toledo, Ohio	
10	<b>Integrating International Business Topics at the Secondary Level</b> .....	93
	JAMES H. BEISTLE	
	Unity High School	
	Balsam Lake, Wisconsin	

**Community College Level**

11	<b>The International Business Education Program at Central Piedmont Community College</b> .....	105
	RICHARD K. ZOLLINGER and JUDITH F. PATTERSON	
	Central Piedmont Community College	
	Charlotte, North Carolina	
12	<b>The International Trade Education Program at Waukesha County Technical College</b> .....	113
	BARBARA MOEBIUS	
	Waukesha County Technical College	
	Pewaukee, Wisconsin	

**University Level**

13	<b>The International Business Education Program at Ball State University</b> .....	122
	RODNEY E. DAVIS, J. LEE DYE, and ROBERT A. UNDERWOOD	
	Ball State University	
	Muncie, Indiana	
14	<b>The International Business Education Program at Illinois State University</b> .....	131
	JEAN GREVER and IRIS VARNER	
	Illinois State University	
	Normal, Illinois	

**PART IV**  
**SELECTED FOREIGN BUSINESS EDUCATION PROGRAMS**

15	<b>Business Education Programs in the United Kingdom</b> .....	141
	JAMES CALVERT SCOTT	
	Utah State University	
	Logan, Utah	

<b>16</b>	<b>Comparative Business Education Programs in the European Community Countries.....</b>	<b>153</b>
	ALBERT G. GIORDANO Monterey Peninsula College (Retired) Monterey, California	
<b>17</b>	<b>Business Education Programs in the U.S.S.R.....</b>	<b>168</b>
	RAY D. BERNARDI Morehead State University Morehead, Kentucky	
<b>18</b>	<b>Business Education Programs in Taiwan .....</b>	<b>181</b>
	LARRY E. CASTERLINE State of Ohio Department of Education Columbus, Ohio	